Remarks/Arguments

Claims 1, 9, and 17 are amended to claim that the frequency of display parameter is "user variable". Support for this amendment is found in the specification on page 8, lines 9-18, page 13, lines 6-22, and in other places.

Claim 4 is amended to claim that the claimed schedule is modifiable by a user and such a schedule determines an interval of time between when selected information is displayed. Support for this amendment is found in the specification on page 13, lines 6-13, and in other places.

Claim 19 is amended to claim that said user variable frequency of display parameter is modifiable time interval that determines a length of time between when said auxiliary information is displayed. Support for this amendment is found in the specification on page 13, lines 6-13, and in other places.

No new matter was added in view of these amendments.

I. 35 U.S.C. §103 Rejection of Claims 1-16

The Examiner rejected Claims 1-16 under 35 U.S.C. §103(a) as anticipated by LaJoie et al. (U.S. Patent #6,049,333, hereafter referred to as 'LaJoie') in view of Buch et al. (U.S. Patent #6,463,468, hereafter referred to as 'Buch'). Applicants disagree with this ground of rejection.

Amended Claim 1 claims the feature of, "a user variable frequency of display parameter that determines when the selected information is displayed". This claimed feature is neither disclosed nor suggested in LaJoie or Buch, alone or in combination.

The Examiner in the rejection acknowledges that LaJoie does not disclose the claimed "frequency of display" parameter. The Examiner then cites Buch as

disclosing the "frequency of display" parameter by referring to how Buch displays ads. A ratio is selected for ad server 116 that determines a time duration for how long ads are displayed. For example, "a ratio of 1:5 may be used, so that 2.5 minutes of ad display will be followed by 12.5 minutes of no display".

Applicants note that disclosure in Buch of a frequency of display parameter is not "user variable". Specifically, Buch discloses that ad server 116 controls the display of ads, where the display of ads is done in conjunction with an operation of an ad pool. Buch does not disclose or suggest that user 102 would have the ability to either control or vary the ratio disclosed by Buch (see Buch, col. 5, lines 27-33). This disclosure in Buch, as combined by the Examiner with LaJoie, does not disclose or suggest the claimed "user variable frequency of display parameter that determines when the selected information is displayed" of Claim 1.

Additionally, Claim 4 claims a "user selectable interval of time". This interval of time that impacts the frequency of display is not the same as the toggling of the event database banner as disclosed in LaJoie. Specifically, the toggling of the event database on and off is not a "user selectable interval of time" where such modifiable, as in Claim 4. The toggling operation either means that an event database banner is either displayed (on) or not displayed (off). In contrast, the scheduling operation of Claim 4 claims a schedule that determines a frequency for when selected information is to be displayed.

For the forgoing reasons, Applicants assert that Claims 1 and 4 are patentable and request that the Examiner remove the rejection to these claims. For the reasons listed in connection for Claim 1 above, Applicants assert that Claim 9 is patentable. Applicants request the Examiner remove the rejection to this claim, as well.

Applicants assert that Claims 2-3 and 5-8 are patentable as the claims depend on allowable Claim 1. Additionally, Applicants assert that Claims 10-16 are patentable as the claims depend on allowable Claim 9. Applicants request that the Examiner remove the rejection to these claims, as well.

II. 35 U.S.C. §103 Rejection of Claims 17-20

The Examiner rejected Claims 17-20 under 35 U.S.C. §103(a) as being unpatentable over LaJoie in view of Kabushiki Kaisha Toshiba (European Serial #0766463A2, hereafter referred to as 'Kabushiki') and further view of Buch. Applicants disagree with this ground of rejection.

Claim 17 is amended to recite that, "said display of said auxiliary information is controlled by a user variable frequency of display parameter that determines the frequency of when auxiliary information is displayed." This "frequency of display parameter" is neither disclosed nor suggested LaJoie, Kabushiki, or Buch, alone or in combination.

The Examiner in the rejection acknowledges that LaJoie and Kabushiki does not disclose the claimed "frequency of display" parameter. The Examiner then cites Buch as disclosing the "frequency of display" parameter by referring to how Buch displays ads. A ratio is selected for ad server 116 that determines a time duration for how long ads are displayed. For example, "a ratio of 1:5 may be used, so that 2.5 minutes of ad display will be followed by 12.5 minutes of no display".
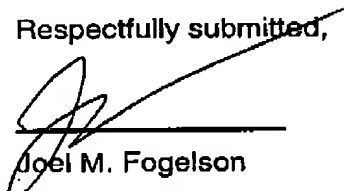
Applicants note that disclosure in Buch of a frequency of display parameter is not "user variable". Specifically, Buch discloses that ad server 116 controls the display of ads, where the display of ads is done in conjunction with an operation of an ad pool. Buch does not disclose or suggest that user 102 would have the ability to either control or vary the ratio disclosed by Buch (see Buch, col. 5, lines 27-33). This disclosure in Buch, as combined by the Examiner with LaJoie and Kabushiki, does not disclose or suggest the claimed "user variable frequency of display parameter that determines when the selected information is displayed" of Claim 1.

For the forgoing reasons, Applicants assert that Claims 17 are patentable and request that the Examiner remove the rejection to these claims. For the reasons listed in connection for Claim 17 above, Applicants assert that Claims 18-20 are patentable as the claims depend on allowable independent Claim 17. Applicants request the Examiner remove the rejection to this claims, as well.

Having fully addressed the Examiner's rejections it is believed that, in view of the preceding amendments and remarks, this application stands in condition for allowance. Accordingly then, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the Applicants' attorney at (609) 734-6809, so that a mutually convenient date and time for a telephonic interview may be scheduled.

Applicants have also submitted with this paper a Request for a two-month extension and a Request for Continuing Examination. Please charge Deposit Account 07-0832 for the fees owed in connection with these papers and for any fees owed for this amendment/response.

Respectfully submitted,

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